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Albert W. Watkins

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August 13, 2002

Signature

Date

In re: ,

Serial #: 09/756,688

For: Removable Bearing Assemblies

Filed: January 9, 2001

Inventor: Richard L. Fisher

GAU: 3617

Examiner: Avila

Docket #: Fisher-001221

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REMARKS

Concurrent with the present mailing, an RCE and associated papers have been facsimile transmitted to the Examiner. Nevertheless, and as noted in those associated papers, Exhibit B is oversized and in color. Consequently, applicant's representative is not only faxing the present newspaper article, but by way of this paper mailing the color copy for the convenience of the Examiner.

Sincerely,

Albert W. Watkins

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(B (1 of 2))

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OUTDOORS COVERAGE? CALL:

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Outdoors

ST. CLOUD
Times 8C

Sunday, Aug. 22, 1999

Outdoor innovations

Fishers find a better way to hunt

Sartell brothers'
motor allows wilder
duck hunting trips

By Glen Schnitt

TIMES OUTDOORS COLUMNIST

Everyone has their own way of doing things. This is especially true for hunters or anglers and the approach they take to their favorite outdoor-related activity.

Within this group, you'll find the type of people who spend a lot of money on all the latest gadgets geared towards the hunter and angler. They simply purchase items that make their outdoor experience easier and more enjoyable.

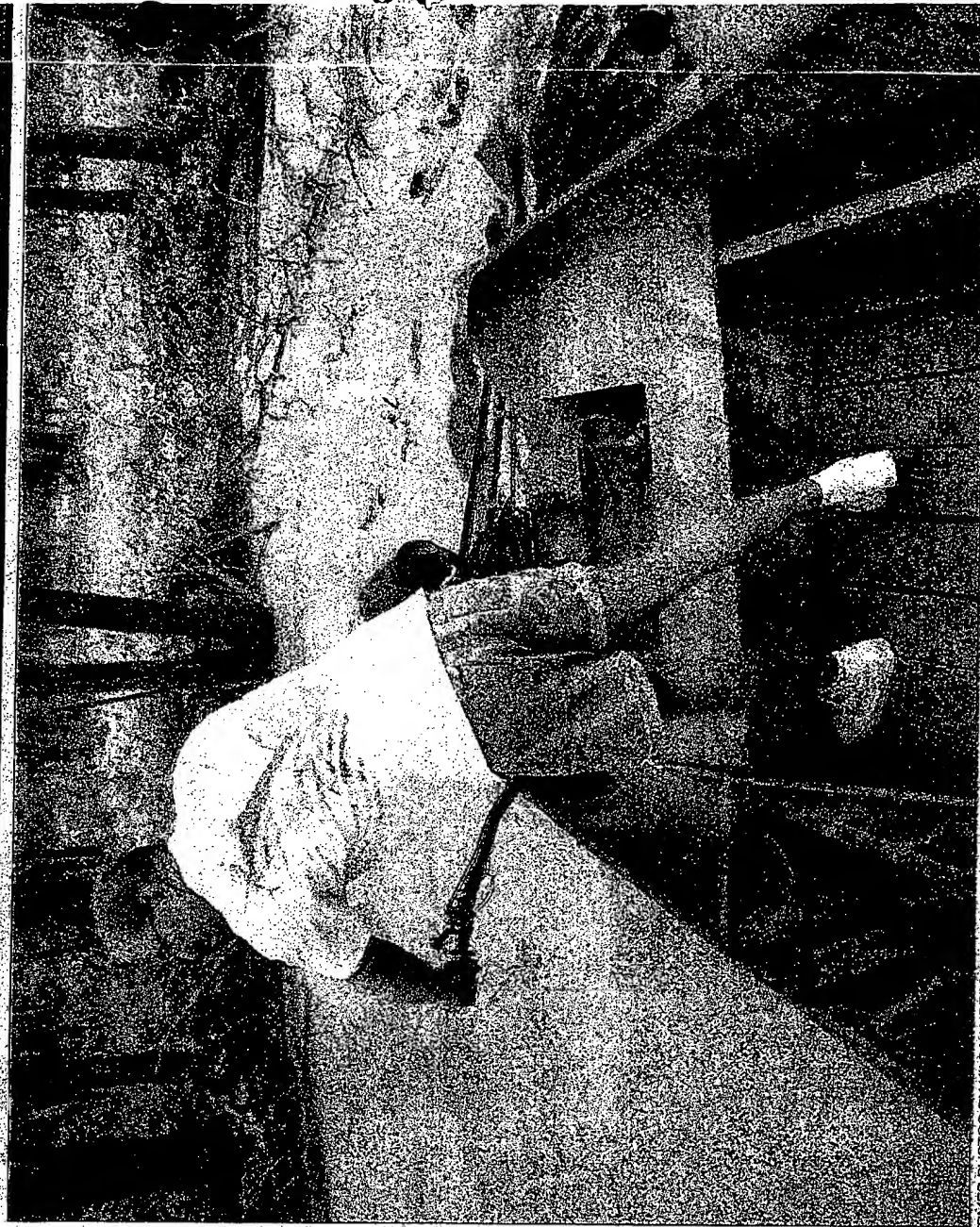
Others learn that becoming a successful hunter and angler is accomplished through a trial and

error. As usual, Dick Fisher started brainstorming. He thought he had come up with a solution when he purchased a boat motor designed specifically to go through the type of mud and muck he wanted to explore.

After using the motor, he soon found out that it didn't do everything the brochure said it would and it certainly didn't meet his expectations.

Fisher, being the innovator that he is, soon realized that the motor needed some improvements. Although the concept was a good idea, Dick knew that by playing around with some better parts and improving the quality of the motor shaft, he could design the type of product he needed.

"The shaft needed to be longer, it needed to be weedless, and the overall durability had to be improved," Fisher said.



TIMES PHOTOS BY KIM ANDERSON

Mark Fisher of Fisher's Beavertail Manufacturing makes a turn with his company's uniquely designed outboard

motor in a shallow, tree-laden backwater on the Mississippi River near Sartell.

take to their favorite outdoor related activity.

Within this group you'll find the type of people who spend a lot of money on all the latest gadgets and gear towards the hunter and angler. They simply purchase items that make their outdoor experience easier and more enjoyable.

Others feel that becoming a successful hunter and angler is accomplished through a trial and error process. These people learn and gain experience by simply spending a lot of time in the outdoors trying new techniques until they find something that works for them.

Then there's a group of people who are best defined as innovators. These are individuals that come up with new ways to improve any outdoor related activity. They seem to always be tinkering with something in hopes of improving, or simply developing a product of their own.

Sartell's friend, Dick Fisher, falls into the last category. He is one of those guys that are looking at something and thinking, "I wish I had a better way of doing this, or something like that, or something that could have been done better."

Fortunately, Fisher also has the ability and knowledge to carry out his thoughts and turn them into a better product or simply develop one of his own.

Being an avid waterfowl hunter, Fisher saw a need to come up with a way to reach ducks that weren't accessible by boat, the average outboard motor or walking. He figured there had to be a way to reach areas that other hunters couldn't get to.

"There were spots that I knew held a lot of ducks and geese and that they were there for a reason," Fisher said. "It was mainly because nobody could get to them. Either it was too swampy, the water was shallow, or it was just too thick to reach by any normal means of transportation."

he is, soon realized that the motor needed some improvements. Although the concept was a good idea, Dick knew that by playing around with some better parts and improving the quality of the motor shaft, he could design the type of product he needed.

"The shaft needed to be longer, it needed to be weedless, and the overall durability had to be improved," Fisher said. "I needed something that would go through just about anything, you steered in its direction and survived the test."

He eventually came up with that type of motor and soon realized that the product was worth showing to other waterfowl hunters.

As a result, Dick Fisher was soon in business. Along with his brother and business partner Mark, they started Fisher-Beaver Tail Manufacturing four years ago with the sole purpose of making and distributing stronger, longer lasting motors for the waterfowl hunter.

According to Mark Fisher, the reason for success in selling the Beaver Tail Motors was an easy one.

"We were both avid duck hunters and realized that Dick had designed the perfect motor for any waterfowl hunting situation," he said.

"You need to understand that as the hunting world gets more crowded, people need to have the ability to go where others can't. We've come up with a product which allows that."

Mark Fisher also said that the motor speaks for itself once people see it being used. Apparently, they like what they see, since their business has grown each year since its inception.

"Although we still build them one at a time in our shop right in Sartell, the growth of the company has been insane," said Fisher. "We're shipping motors all over North America."

With a relatively small shop and a demand for product, the Fisher brothers have hired four more peo-

PHOTOS BY KIM ANDERSON

Mark Fisher of Fisher's Beavertail Manufacturing makes a turn with his company's uniquely designed outboard

motor in a shallow, tree-laden backwater on the Mississippi River near Sartell.



Mark Fisher attaches the motor to his boat for testing.



A line of stainless steel props await their eventual use.

ple to help build the motors. It was a solution to a problem Dick Fisher was glad to deal with.

"We custom make each unit so there is quite a bit of work involved," Dick Fisher said. "But it's important to us that we take the time to make each motor a quality piece of equipment."

today and that everyone that's purchased a Beavertail Motor is glad they did.

For enthusiastic waterfowl hunters like Mark Steigel of St. Cloud, the motor has provided many hunting opportunities that were otherwise left to just think about. He knows and appreciates the fact that someone took the time to come up with the type of motor that serious waterfowl hunters need.

"I've been hunting ducks for 30 years and I've never been able to hunt the 'backcountry' like I can now," Steigel said. "This thing is unbelievable."

Comments like those are quite rewarding to Mark Fisher who also appreciates the fact that his brother took the time to design

what he calls the perfect duck hunting motor.

"Dick is the founder. All the technical stuff, the frame, the idles, and props, those were all Dick's idea," Mark Fisher said. "Everything that motor does is because of Dick. There's nothing else like it."

Mark also feels fortunate that both men now have the opportunity to take part in something they've enjoyed their entire lives and most importantly, have been able to make a career out of it.

"Before we got into this, we were both business men that loved to duck hunt," he said. "Now, in a sense, we're making a living doing it and that's been the most fun part."